The Role of Celebrity Endorsement, Brand Image, Customer Review with Emotional Marketing as an Intervening for Noera's Purchase Decision

Dewa Ayu Mutiara Pradnyamitha Sedana Putri[1],
A.A.N. Oka Suryadinatha Gorda[2]

Abstract:

The purpose of this study was to determine the effect of Celebrity endorsement on Emotional Marketing, to determine the effect of Brand Image on Emotional Marketing, to determine the effect of Customer Review on Emotional Marketing, to determine the effect of Celebrity endorsement on Purchasing Decisions, to determine whether the effect of Brand Image on Purchasing Decisions, to determine whether the effect of Customer Review on Purchasing Decisions, to determine whether the effect of Emotional Marketing on Purchasing Decisions. The types of data used in this study are quantitative and qualitative. The results showed that the relationship between celebrity endorsement on emotional marketing was positive and significant. The relationship between brand image and emotional marketing is positive and significant. The relationship between customer reviews on emotional marketing is positive and significant. The relationship between celebrity endorsement and purchasing decisions is positive and significant. The relationship between brand image and purchasing decisions is positive and significant. The relationship between customer reviews on purchasing decisions is positive and significant. The relationship between emotional marketing on purchasing decisions is positive and significant.

Keywords: Celebrity Endorsement, Brand Image, Customer Review, Emotional Marketing, Purchasing Decisions

1. Introduction

In the current era of globalization, the development of information technology is very rapid and fast, including in Indonesia itself. The rapid development of technology is based on making it easier for humans to carry out activities that they want to get quickly with technology. Economic growth and technological developments in Indonesia have made the internet one of the most popular media and is favored by the public, especially the millennial generation in the current era. Technological developments like now can make it easier to find what you are looking for and interested in. In the business world, technology is very influential in trends among large and small entrepreneurs because of the demands of today's market which always changes with the times. The emergence of the internet makes everything easy, including in terms of shopping for daily needs,

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[1]*Undiknas Graduate School Denpasar, Indonesia, mutiara.pradnyamitha8@gmail.com*
[2]*Undiknas Graduate School Denpasar, Indonesia*

whether from primary needs to the tertiary needs of everyone. Online shopping has become a daily activity, almost every day people never forget to visit online shopping applications on their smartphones.

From a survey conducted by iprice.co.id, the three most prestigious online shopping applications in Indonesia are SHOPEE as the first ranked online shopping application in demand. The second-ranked application after SHOPEE is TOKOPEDIA, then the third rank is LAZADA. Shopping via the internet has become the first choice for consumers to make buying and selling transactions, in addition to saving time, costs and energy, shopping via the internet can make it easier for us to see a large selection of goods from all stores in the E-Commerce application. Being in a completely digital era makes almost all promotional activities carried out online via the internet. Indonesia is one of the countries with the most internet users in the world. According to the We Are Social report, in January 2022, the country had 204.7 million internet users. This figure is a slight increase of 1.03% compared to the previous year. In January 2021, the number of internet users in Indonesia reached 202.6 million. The trend of the number of internet users in Indonesia has continued to increase over the past five years. Compared to 2018, the number of internet users in the country has now increased by 54.25%.

In addition, in March 2020 Indonesia experienced the Covid -19 pandemic so that online businesses that had already increased became even more so because people were required to keep a distance. Content uploaded on media such as Instagram, Tiktok, and Youtube has many varieties such as news content, entertainment, and product review content in the form of videos. The industrial revolution 4.0 has had a major impact and changed aspects of human life, ranging from health, education, to business and economy. In the field of business and economy, the impacts are diverse. Many new products have emerged, the marketplace has expanded, and the marketing strategies used are also increasingly widespread.

The strategies used by business people also continue to change in accordance with technology and developing trends. In comparison, the strategies used in the past and today are certainly very different. Old/traditional strategies when applied in the current era will certainly not work and become obsolete when applied in modern times. For this reason, business people need to implement a good marketing strategy (Source: Kompasiana.com, May 7, 2020). As the times become more sophisticated, so does the marketing strategy that is also developing so rapidly. Current market developments affect the strategies that companies must implement when offering and marketing their products. Manufacturers are required to be more creative in determining the right strategy in providing information about their products to consumers. Competition between the personal care and cosmetics industry markets is increasingly competitive. This is evidenced by the many types of cosmetics produced domestically and abroad that are circulating both in Indonesia. The flood of cosmetic products on the market affects a person's interest in purchasing and has an impact on purchasing decisions.

The purchase of a cosmetic product is no longer to fulfill wants, but because cosmetics are a necessity (needs) at this time.Selfi Stefani (2021). Currently, celebrity endorsers tend to be widely used by cosmetic products as a means of promoting products to

consumers. This is because celebrities are considered icons who are well known to the public and can influence consumer behavior. Endorsers usually become advertising stars who can support products to influence consumers' minds in making purchasing decisions. The use of celebrity endorsement is a form of promotion carried out by companies in terms of advertising to increase sales and branding to be known by many consumers Rosita, (2021.) The increasing popularity of social media is one of the impacts of the development of digital technology and communication, reflected in the increase in total users every year. According to We Are Social and Hootsuite, almost all social media users (99.1% or 168.5 million users) log in via mobile devices such as smartphones and Indonesians spend an average of 3 hours and 14 minutes a day on social media.With the rapid growth of internet providers and social media in Indonesia, companies are taking advantage of this opportunity to sell an unlimited number of products in the online marketplaceFebrianto et al.

According to Radenintan, (2022) Every company must have a good brand image because brand image is one of the assets for the company With a good brand image, it will have an impact on consumer perceptions, where consumers will have a positive impression of the brand. This is one way that products have a strategic position in the market and are able to survive in the market for a long period of time and can compete with other products in the market. For companies, image means public perception of the company's identity. Brand image or also called brand image has an important role in influencing consumer behavior. This perception is based on what consumers know about the company. Building a positive brand image can be achieved with a strong marketing program for the product, which has the advantage of differentiating from competitors' products. Marketing is the creation, distribution, promotion and pricing of goods, services and ideas to promote satisfactory exchanges with customers and to build and maintain good relationships with stakeholders in the process of maintaining a dynamic environment (Tjiptono and Diana, 2020).

According to Kurniawan (2020) marketing strategy is the marketing logic by which a business unit is expected to achieve its marketing objectives. Affirmation is one of the marketing strategies. According to The Economic Times, endorsement is a form of advertising that uses well-known figures or celebrities who have a high level of recognition, trust, respect or awareness among people. with the support of these influential individuals can have an impact on sales. Endorsement is a marketing strategy that is quite effective so that someone wants to invite, refer or promote others to buy products from business actors at the request of the business actors themselves, by uploading or posting photos of the business actors' products on their social media (Gumati, 2021). Usually, some products that are very well advertised through marketing strategies are lifestyle-related products. Followers tend to easily follow the attitudes and behaviors of role models. For the recommendation of beauty products, it can use female celebrities whose followers are mostly women (Yulia et al., 2020).

Based on data sourced from INSG (2022), currently marketing through social media spends is still the most superior among other media. Statistics show that the rate of growth is accelerating, so brands and marketers will not regret their position in this

industry. At this time, a growing phenomenon is promoting a product or service by using famous people or celebrity endorsements so that the intended market share is right on target. The use of celebrity endorsement has advantages and disadvantages where when the celebrity's personality is problematic, the image caused will also be bad and have an impact on the products and services advertised. However, if the celebrity's popularity is on the rise, it will also have a good impact on the products and services advertised.

The need for skin care today has become a very concerned need, this is what makes many women realize that the face is a very important part of the body to maintain one's confidence. Therefore, every woman will try to maintain and care for their face and skin. By consuming noera, it is hoped that it can solve women's problems with their skin needs and can increase the beauty of a woman to become a more attractive person by using a series of noera products (riska & gusti, 2022). Emotional response is a response based on affective attitudes. The attitude arises from simple research / observation on the basis of cues captured by an object. These cues will stimulate the sudden emergence of feelings from within a person by using their emotional impulses.

This arises as a result of an untimely judgment based on one's personal beliefs. At this time, many online shopping applications have emerged that offer products and buying and selling transactions. From these online shopping applications, not only from some circles but almost everyone must have known and used online shopping applications. Especially among students or students who use gadgets every day to be one of the users of online shopping applications. Now there are many online shopping applications that are quite popular such as Shopee, Tokopedia, Lazada and others. Online review communication is more accessible and continuously available than traditional offline because the messages presented are based for an unlimited time. Virtual communities provide great influence. Recommendations can be made virtually and consumers do not have to pay a fee. The information provided can spread quickly both within and outside the virtual community. This consumer review will have an effect on the increase because consumers indirectly participate in promoting a product based on the experience they have gained from other consumers through online reviews, because it is more accessible (Fauziah, 2023).

2.   Theoretical Background

Celebrity Endorsement
According to Rachbini (2020) in Adiba's journal Celebrity Endorsment is a famous person who uses their public recognition to recommend or present products in advertisements. Even according to Clemente in the journal Manggalania and Soesanto (2021) celebrity endorsers are the use of celebrities in advertisements with the aim of recommending the use of sponsored products. Based on statements from several experts related to the definition of a celebrity endorser, the researcher concludes that Celebrity Endorsment is a celebrity who has the ability to market a product or service on social media so that it can attract consumer buying interest. Celebrities are used because of

their famous attributes including good looks, courage, talent, elegance, strength, and physical attractiveness which often represent the appeal desired by the advertised brand.

Brand Image

According to Mujid & Andrian (2021) that brand image is an impression that is embedded in the contents of the buyer's head on certain brands, both in the form of goods and services. The number of products on the market makes consumers look for alternatives in choosing products, one of which is this brand image, testimonials or responses from other consumers to a product make one of the considerations in choosing a product. Brand image is related to attitudes in the form of beliefs and preferences for a brand. Based on the statements of several experts related to the definition of brand image, the researcher concludes that Brand Image is a brand image is a perception and belief by consumers, as reflected in the associations embedded in customer memories, which are always remembered first when hearing a slogan and embedded in the minds of consumers Consumers think that brands can provide added value.

Customer Review

According to Bina (2022) Customer Review is a positive or negative review of products that have been sold in online shops, it can also be an evaluation of information about goods and services placed on third-party sites and retailers, created by consumers. Online Customer Review is a form of WOM (word of mouth) in online transactions that conveys the customer's assessment of the product or service, the assessment written is either positive or negative (Depari and Ginting, 2022). According to Rahayu et al. (2021) online customer review is an important component of social media that provides opportunities and reduces misunderstandings and negative thoughts about a product in increasing brand value through a platform for exchanging ideas and information between online consumers. Although most opinions convey that there is a positive contribution, there are studies that show different results. Research (Susanto & Muljadi, 2022) states that online customer ratings have a positive and significant effect on purchase intention, but online customer reviews have no influence on purchase intention. In addition, the study (Wibowo & Safitri, 2022) found that online customer ratings have no impact on purchase intention.

Emotional Marketing

According to Haqqi Hudan Maulana & Harfiyah Rosita, (2022) Emotional marketing, as a new marketing concept, is developing in the context of contemporary marketing concepts. This concept focuses on the importance of emotional relationships between companies and consumers which are influenced by the value system of contemporary consumer characteristics and needs in shaping a new consumption culture. Emotional needs in the consumption environment are presented as a basic prerequisite. Thus it can be said that emotional marketing is one of the efforts that can be made by companies to be able to form emotional relationships between customers both with their products and with the company that provides the product. With the formation of emotional

relationships, it is hoped that customers will become loyal and provide positive information to relatives and others around them, because customers feel that the company and the product have become part of themselves.

Purchase Decision
According to Yusuf (2021) Purchasing decisions are a thought where individuals evaluate various options and make choices on a product from many choices. According to Bancin budiman john (2021) the definition of a purchasing decision is a decision-making process that can be influenced by consumer or customer behavior. According to Nainggolan Triapnita Nana (2020) the definition of a purchasing decision is the behavior that can be shown by a person who is a decision-making unit in purchasing, as well as using these goods or services. According to Aditya & Krisna (2021) the definition of a purchasing decision is an attitude that can be considered to buy a product or not on a good and service. It can be concluded that purchasing decisions are one of the stages of consumer behavior that underlie consumers to make purchasing decisions before post-purchase behavior and how individuals, groups, and organizations choose, buy, use, and how goods or services satisfy their needs and wants. Before deciding to buy a product, a consumer basically carries out a decision-making process first.

3. Methodology

The types of data used in this study are quantitative data and qualitative data. In this study, the method used for data collection is using questionnaires. The questionnaire method is a list of questions or statements given to the public with the intention that the person is willing to respond. In collecting questionnaire data, the researcher used an interval scale. In this technique, the researcher uses a non-participant observation technique, because the researcher is not directly involved with the object being studied by the researcher. The nature of the researcher is as an independent observer. In accordance with the researcher's request through a list of google form questions distributed to respondents. The number of questions is taken from each variable item, both independent variables and dependent variables. The questionnaire is given directly to respondents through a google form with the aim of being more selective and efficient to reach the number of samples and make it easier to provide explanations by filling in the questionnaire data. Questionnaires are given online to consumers who use Noera Collagen.

4. Empirical Findings/Result

Results of Inferential Statistical Analysis
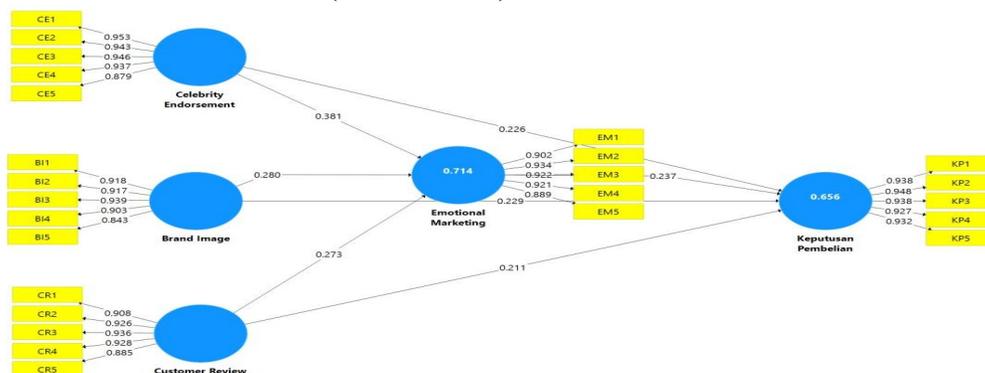### Measurement Evaluation (Outer Model)

Figure 1. PLS Outer Model
Source: Primary data processed (2024)

The outer model analysis is carried out through the PLS Algorithm procedure, where in the first stage a convergent validity test is carried out which includes outer loading analysis and Average Variance Extracted (AVE). The following table describes the results of the convergence validity analysis:

Table 1. Outer Loading Results

	Brand Image	Celebrity Endorsement	Customer Review	Emotional Marketing	Purchase Decision
BI1	0.918				
BI2	0.917				
BI3	0.939				
BI4	0.903				
BI5	0.843				
CE1		0.953			
CE2		0.943			
CE3		0.946			
CE4		0.937			
CE5		0.879			
CR1			0.908		
CR2			0.926		
CR3			0.936		
CR4			0.928		
CR5			0.885		
EM1				0.902	
EM2				0.934	
EM3				0.922	

EM4				0.921	
EM5				0.889	
KP1					0.938
KP2					0.948
KP3					0.938
KP4					0.927
KP5					0.932

Source: Primary data processed (2024)

Table 2. AVE Results

	Average VarianceExtracted (AVE)
Brand Image	0.818
Celebrity Endorsement	0.869
Customer Review	0.841
Emotional Marketing	0.835
Purchase Decision	0.877

Source: Primary data processed (2024)

The outer loading analysis as described in Table 2 is the first approach used in reviewing the validity of the research data. In this study, the data can be said to be valid or valid when the outer loading value exceeds the requirement of 0.70 (Hair et al., 2019). Based on the results of the tests that have been carried out, it can be shown that all indicators in each research construct consisting of celebrity endorsement, brand image, customer review, emotional marketing, and purchase decisions have succeeded in obtaining a loading value greater than a score of 0.70. These results indicate that the data meet the validity requirements well. Furthermore, analysis through the Average Variance Extracted (AVE) value also plays an important role as an indicator whether the data used can be proven valid. In this study, the data was considered valid when the AVE score exceeded the requirements with a score of 0.50 (Hair et al., 2019). Referring to Table 2, it is known that all research constructs managed to obtain AVE values above 0.50, where the AVE values obtained were in the range of 0.818 – 0.877. These results show that the data has been proven to be accurate because the convergence validity conditions have been fulfilled well. After the convergence validity test has been conducted, it is important to review whether the data used does not show a high correlation. This can be done through the validity testing of discrimination with cross loading values and the root of AVE. The following table describes the results of the validity analysis of discrimination:

Table 3. Cross Loading Results

	Brand Image	*Celebrity Endorsement*	*Customer Review*	*Emotional Marketing*	*Purchase Decision*
BI1	**0.918**	0.673	0.573	0.686	0.627
BI2	**0.917**	0.609	0.524	0.621	0.616
BI3	**0.939**	0.695	0.616	0.677	0.660

BI4	**0.903**	0.690	0.595	0.698	0.677
BI5	**0.843**	0.644	0.653	0.652	0.615
CE1	0.696	**0.953**	0.710	0.751	0.690
CE2	0.664	**0.943**	0.715	0.736	0.690
CE3	0.697	**0.946**	0.758	0.769	0.725
CE4	0.673	**0.937**	0.725	0.742	0.703
CE5	0.688	**0.879**	0.672	0.708	0.658
CR1	0.567	0.677	**0.908**	0.664	0.628
CR2	0.552	0.693	**0.926**	0.677	0.649
CR3	0.592	0.693	**0.936**	0.647	0.625
CR4	0.612	0.710	**0.928**	0.666	0.642
CR5	0.668	0.742	**0.885**	0.765	0.707
EM1	0.705	0.687	**0.714**	0.902	0.652
EM2	0.678	0.741	**0.715**	0.934	0.634
EM3	0.642	0.727	**0.671**	0.922	0.598
EM4	0.694	0.750	**0.694**	0.921	0.721
EM5	0.650	0.728	**0.628**	0.889	0.777
KP1	0.673	0.739	**0.672**	0.731	0.938
KP2	0.663	0.700	**0.671**	0.722	0.948
KP3	0.633	0.645	**0.637**	0.645	0.938
KP4	0.675	0.689	**0.674**	0.676	0.927
KP5	0.667	0.708	**0.676**	0.702	0.932

Source: Primary data processed (2024)

Table 4. Fornell-Larcker Criterion Results

	Brand Image	*Celebrity Endorsement*	*Customer Review*	*Emotional Marketing*	*Purchase Decision*
BI	**0.905**				
CE	0.733	**0.932**			
CR	0.655	0.769	**0.917**		
EM	0.738	0.796	0.749	**0.914**	
KP	0.708	0.744	0.712	0.743	**0.937**

Source: Primary data processed (2024)

Cross loading analysis based on Table 4 is the first test stage that can be carried out to identify whether the data used has met the requirements for the validity of discrimination. The results of the cross loading test that have been carried out have succeeded in proving that each indicator in each research construct consisting of celebrity endorsement, brand image, customer review, emotional marketing, and purchase decision has obtained a greater loading value for its own construct than its

correlation with other constructs. Furthermore, this result can be confirmed through testing the square root of AVE with the Fornell-Larcker Criterion as presented in Table 4, where the results of the analysis show that the value of the square root of AVE in a construct is greater than its own construction compared to its correlation with other constructs. These findings show that the research data has met the validity requirements of discrimination well, considering that there is no high correlation between indicators or between constructs (Hair et al., 2019). The last outer model test was a reliability test, through composite reality, rho-A and Alpha Cronbach values (Wulansari et al., 2023). The results of the reliability test can be shown through the following table:

Table 5. Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability
Brand Image	0.944	0.945	0.957
Celebrity Endorsement	0.962	0.963	0.971
Customer Review	0.953	0.954	0.963
Emotional Marketing	0.951	0.951	0.962
Purchase Decision	0.965	0.966	0.973

Source: Primary data processed (2024)

Cronbach's Alpha, Composite Reliability, and rho_A are the three parameters used to assess whether the research data used is proven reliable or consistent. The research data can be considered reliable when the score exceeds 0.70 on all three parameters (Hair et al., 2019). Referring to the results of the reliability analysis in Table 5, it can be shown that each research construct that includes celebrity endorsement, brand image, customer review, emotional marketing, and purchase decision has succeeded in obtaining a score exceeding the requirement of 0.70 on each parameter. These findings indicate that the data used has been proven to be reliable and has met the reliability requirements well.
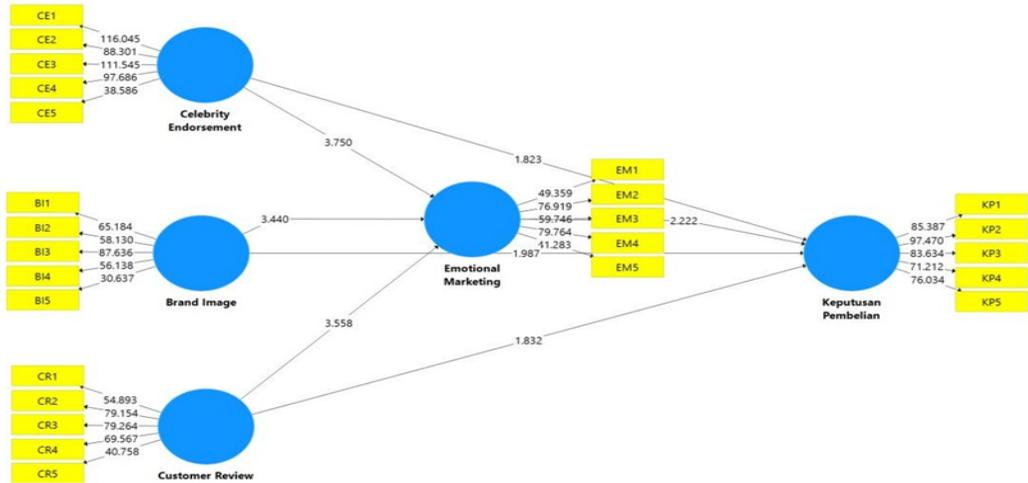
Structural Model Evaluation (Inner Model)

Figure 2. PLS Inner Model
Source: Primary data processed (2024)

a. R-Square

Table 6 R-square Results

	R Square	*R Square Adjusted*
Emotional Marketing	0.714	0.707
Keputusan Pembelian	0.656	0.645

Source: Primary data processed (2024)

The goodness of fit test through the R2 value in this study can be shown through Table 6. Overall, it can be seen that the magnitude of the R2 value obtained by the emotional marketing construct and purchase decision is 0.714 and 0.656, respectively, which indicates a high level of goodness of fit because the score is above 0.36. First, it can be explained that the R2 value in the emotional marketing construct with a score of 0.714 indicates that the emotional marketing construct can be predicted by the celebrity endorsement, brand image, and customer review construct of 71.4%. Meanwhile, 28.6% (100% - 71.4%) can be explained by other determinants. Furthermore, it can also be explained that the R2 value of 0.656 in the purchase decision construct means that the purchase decision in this study can be predicted by the celebrity construct. endorsement, brand image, customer review, and emotional marketing by 65.6%. Meanwhile, 34.4% (100% - 65.6%) can be predicted by other external factors.

b. F-Square
Table 7. F-square results

	Emotional Marketing	*Purchase Decision*

Brand Image	0.121	0.060
Celebrity Endorsement	**0.160**	0.041
Customer Review	0.102	0.046
Emotional Marketing		0.047

Source: Primary data processed (2024)

The results of the effect size or f2 test in Table 7 identified that there was one relationship between constructs that had a relationship that was categorized as strong, namely the relationship between celebrity endorsement constructs and emotional marketing which managed to obtain an f2 score of 0.160 (> 0.15). Furthermore, it was followed by the relationship between brand image construction and emotional marketing which obtained the second highest f2 score with a score of 0.121. The relationship between customer review constructs and emotional marketing managed to obtain the third highest f2 score with a score of 0.102. On the other hand, it was found that the relationship between all independent constructs and mediation constructs to dependent constructs obtained a value of f2 which was categorized as weak because it was in the range of > 0.02 – 0.15. First, it was found that the relationship between brand image and purchase decisions obtained an f2 value of 0.060. Second, it was shown that the relationship between emotional marketing and purchase decisions obtained an f2 value of 0.047. Furthermore, it was found that the relationship between customer reviews and purchase decisions had an F2 value with a score of 0.046. Finally, the relationship between celebrity endorsement constructs and purchase decisions obtained f2 with the lowest score of 0.041.

c. Q-Square

Q-square value. (Q2) > 0 indicates that the observed values have been reconstructed well, while if the Q-square (Q2) value < 0 indicates no predictive relevance (Sarwono, 2018:347). The Q2 value can be calculated as follows:

$Q^2 = 1 – (1 – R_1{}^2) (1 – R_2{}^2)$
$Q^2 = 1 – (1 – 0.714) (1 – 0.656)$
$Q^2 = 1 – (0.286) (0.344)$
$Q^2 = 1 – 0.098$
$Q^2 = 0.902$
$Q^2 = 90.2\%$

The results of the Q2 calculation show that the predictive relevance value in the research model is 0.902 or 90.2%. The results obtained confirm that the research model can be said to be feasible or has a predictive value because a score of 0.902 or is greater than 0 (zero).

d. Hypothesis Testing

Table 8. Hypothesis Test Results

		Original Sample	T Statistics	P Values
H1	Celebrity Endorsement Emotional Marketing	0.381	3.750	**0.000**
H2	Brand Image Emotional Marketing	0.280	3.440	**0.000**
H3	Customer Review Emotional Marketing	0.273	3.558	**0.000**
H4	Celebrity Endorsement Keputusan Pembelian	0.226	1.823	**0.034**
H5	Brand Image Keputusan Pembelian	0.229	1.987	**0.024**
H6	Customer Review Keputusan Pembelian	0.211	1.832	**0.034**
H7	Emotional Marketing Keputusan Pembelian	0.237	2.222	**0.013**

Source: Primary data processed (2024)

In this study, hypothesis testing was carried out through the PLS Bootstrapping procedure aimed at reviewing the relationships between research constructs and answering the formulation of the problem. Referring to the test results presented through Table 8, it can be confirmed that all relationships between constructs have successfully shown a positive and significant influence. This finding can be supported by the acquisition of a positive value of the path coefficient between constructs (original sample) which hints at a unidirectional relationship. Furthermore, the t-statistical value exceeded the t-table by 1.65 with a p-value less than the condition of 0.05 indicating a significant relationship between constructs.

5. Discussion

Celebrity Endorsement has an effect on Emotional Marketing
First, this study proposes a hypothesis that states that celebrity endorsement has a positive and significant effect on emotional marketing. Testing the structural model evaluation (inner model) with PLS bootstrapping shows that the celebrity endorsement construct is able to have a positive influence on the emotional marketing construct. This result can be supported by obtaining a positive path coefficient value of 0.381 which hints at a positive or unidirectional influence between research constructs. Moreover, the results of data analysis confirmed that the relationship between the two constructs proved to be significant as shown by obtaining a t-statistical value of 3.750 ($>$ 1.65) with a p-value of 0.000 ($<$ 0.05). Through the testing of the data carried out, it can be concluded that the relationship between celebrity endorsement and emotional marketing is proven to be positive and significant. The findings obtained indicate that the better the

ability of an artist, entertainer, or public figure to introduce and promote a product will be able to create a higher emotional impression among consumers. This is in line with the results of research conducted by Ursula & Talia (2022) Celebrity endorsers have a positive and significant effect on emotional marketing, The better the celebrity endorser used in advertising a product, the higher a person's emotional level to have.

Brand Image has an effect on Emotional Marketing
Second, this study formulates a hypothesis that reveals that brand image has a positive and significant effect on emotional marketing. Testing the structural model evaluation (inner model) with PLS bootstrapping identified that the brand image construct is able to have a positive influence on the emotional marketing construct. This result can be supported by obtaining a positive path coefficient value of 0.280 which hints at a positive or unidirectional influence between research constructs. Furthermore, the results of data analysis succeeded in proving that the relationship between the two constructs is significant which is supported by the acquisition of a t-statistical value of 3.440 (> 1.65) with a p-value of 0.000 (< 0.05). Based on the data testing carried out, it can be concluded that the relationship between brand image and emotional marketing is proven to be positive and significant. The findings obtained hint that the better and more positive the image of a brand or product is perceived by consumers, it will be able to create a higher emotional impression among consumers. This is in line with the results of research conducted by (Oktaviani & Sofriana Imaningsih, 2021) stating that brand image has a positive influence on emotional marketing, thus making good assumptions about a brand. In this case, consumers assume that brands can provide added value.

Customer Reviews have an effect on Emotional Marketing
Third, this study formulates a hypothesis that states that customer reviews have a positive and significant effect on emotional marketing. Testing the structural model evaluation (inner model) with PLS bootstrapping identified that the customer review construct is able to have a positive influence on the emotional marketing construct. This finding can be proven by obtaining a positive path coefficient value of 0.273 which gives the meaning of a positive or unidirectional influence between research constructs. Furthermore, the results of data analysis succeeded in proving that the relationship between the two constructs was found to be significant, which was shown through the acquisition of a t-statistical value of 3.558 (> 1.65) with a p-value of 0.000 (< 0.05). Referring to the data testing that has been carried out, it can be concluded that the relationship between customer reviews and emotional marketing has proven to be positive and significant. The findings obtained demonstrate that the better and more positive the reviews given by other consumers regarding their experience in using a product will be able to create an emotional impression among consumers. This is in line with the results of research conducted by (Hindun, 2021) stating that there is a relationship between customer reviews and emotional marketing, so that it can lead to purchase decisions. Customer reviews

or customer online reviews are information in the form of reviews or reviews provided by consumers on the evaluation of a product. Online customer reviews are a form of Electronic Word Of Mouth (eWOM), which is used as one of the considerations before potential consumers decide to buy a product. Through online customer reviews, there will be marketing communication so that it can influence and play a role in the purchase decision process. Empirical evidence shows that consumers are more likely to trust the results of reviews because they can give rise to a trust in the results of a product.

Celebrity Endorsement affects Purchase Decisions

Fourth, this study proposes a hypothesis that states that celebrity endorsement has a positive and significant effect on purchase decisions. Testing the structural model evaluation (inner model) with PLS bootstrapping shows that the celebrity endorsement construct is able to have a positive influence on the purchase decision construct. This result can be supported by obtaining a positive path coefficient value of 0.226 which hints at a positive or unidirectional influence between research constructs. Moreover, the results of data analysis confirm that the relationship between the two constructs is proven to be significant, which is shown by obtaining a t-statistical value of 1.823 (> 1.65) with a p-value of 0.034 (< 0.05). Through the testing of the data carried out, it can be concluded that the relationship between celebrity endorsements and purchase decisions is proven to be positive and significant. The findings obtained indicate that the better the ability of an artist, entertainer, or public figure to introduce and promote a product will be able to increase consumer purchase decisions for the product. This is in line with the results of research conducted by Santi (2022) showing that the Celebrity Endorsment variable is proven to have a positive and significant influence on purchase decisions. The better the celebrity endorser used in advertising a product, the higher the consumer's decision to make a purchase.

Brand Image Influences Purchase Decisions

Fifth, this study formulates a hypothesis that reveals that brand image has a positive and significant effect on purchase decisions. Testing the structural model evaluation (inner model) with PLS bootstrapping identified that the brand image construct is able to have a positive influence on the purchase decision construct. This result can be supported by obtaining a positive path coefficient value of 0.229 which hints at a positive or unidirectional influence between research constructs. Furthermore, the results of data analysis succeeded in proving that the relationship between the two constructs is significant which is supported by the acquisition of t-statistical values of 1.987 (> 1.65) with p-values of 0.024 (< 0.05). Based on the data tests carried out, it can be concluded

that the relationship between brand image and purchase decisions is proven to be positive and significant. The findings obtained hint that the better and more positive the image of a brand or product is perceived by consumers, it will be able to increase consumer purchase decisions for the product. This is in line with the results of research conducted by Rosita (2021) showing that the Brand Image variable is proven to have a positive and significant influence on the purchase decision of Wardah products on Student Consumers. Brand Image is a brand image is the perception and belief by consumers, as reflected in the association embedded in the customer's memory, which is always remembered first when hearing the slogan and embedded in the minds of the consumer Consumers think that the brand can provide added value.

Customer Reviews have an effect on purchase decisions

Sixth, this study formulates a hypothesis that states that customer reviews have a positive and significant effect on purchase decisions. Testing of the structural model evaluation (inner model) with PLS bootstrapping identified that the customer review construct was able to have a positive influence on the purchase decision construct. This finding can be proven by obtaining a positive path coefficient value of 0.211 which gives the meaning of a positive or unidirectional influence between research constructs. Furthermore, the results of data analysis succeeded in proving that the relationship between the two constructs was found to be significant, which was shown through the acquisition of t-statistical values of 1.832 (> 1.65) with p-values of 0.034 (< 0.05). Referring to the data testing that has been carried out, it can be concluded that the relationship between customer reviews and purchase decisions has proven to be positive and significant. The findings obtained demonstrate that the better and more positive reviews given by other consumers regarding their experience in using a product will be able to increase consumers' purchase decisions on the product. This is in line with the results of research conducted by (Nugrahani Ardianti, 2019) who said that customer reviews have an influence on purchase decisions through the Shopee Marketplace. where prospective buyers get information about products from consumers who have benefited from the product. As a result, consumers are easier to find comparisons with similar products sold at other online sellers, this is because of the rapid use of digital marketing so that it provides benefits to consumers, namely consumers do not have to visit different sellers directly.

Emotional Marketing Influences Purchase Decisions

Finally, the hypothesis formulated in this study reveals that emotional marketing has a positive and significant effect on purchase decisions. Testing the structural model evaluation (inner model) with PLS bootstrapping identified that the

emotional marketing construct is able to have a positive influence on the purchase decision construct. This result can be supported by obtaining a positive path coefficient value of 0.237 which hints at a positive or unidirectional influence between research constructs. Furthermore, the results of data analysis succeeded in proving that the relationship between the two constructs is significant which is supported by the acquisition of t-statistical values of 2,222 (> 1.65) with p-values of 0.013 (< 0.05). Referring to the data testing carried out, it can be concluded that the relationship between emotional marketing and purchase decisions is proven to be positive and significant. The results of this study demonstrate that the stronger the emotional bond that exists between consumers and a brand or product, the higher the level of consumer purchase decisions towards the product. This is in line with the results of research conducted by Vandia Muhaimin & KrisIna Sisilia (2023) with the results of research that emotional marketing applied significantly has a positive effect on brand image and purchase decisions. Furthermore, Patil & Patil (2020) revealed that the dimension of emotional marketing, namely appeal, has the ability to change customer purchase decisions. Emotional Marketing is a technique that companies use to build sustainable relationships that make customers feel valued. This concept focuses on the importance of the emotional relationship between companies and consumers that is influenced by the value system, characteristics, and needs of contemporary consumers in shaping a new consumption culture.

6. Conclusions

Based on the results of the research and discussion, it can be concluded that the relationship between celebrity endorsement and emotional marketing is proven to be positive and significant. The findings indicate that the better an artist, entertainer, or public figure is in introducing and promoting a product, the better it will be able to create a higher emotional impression among consumers. The relationship between brand image and emotional marketing has proven to be positive and significant. The findings obtained hint that the better and more positive the image of a brand or product is perceived by consumers, it will be able to create a higher emotional impression among consumers.

The relationship between customer reviews and emotional marketing proved to be positive and significant. The findings obtained demonstrate that the better and more positive the reviews given by other consumers regarding their experience in using a product will be able to create an emotional impression among consumers. The relationship between celebrity endorsements and purchase decisions proved positive and significant. The findings obtained indicate that the

better an artist, entertainer, or public figure is in introducing and promoting a product, the better it will be able to increase consumers' purchase decisions for the product.

The relationship between brand image and purchase decisions has proven to be positive and significant. The findings obtained hint that the better and more positive the image of a brand or product is perceived by consumers, it will be able to increase consumer purchase decisions for the product. The relationship between customer reviews and purchase decisions proved to be positive and significant. The findings demonstrate that the better and more positive reviews given by other consumers regarding their experience in using a product will be able to increase consumers' purchase decisions for that product. The relationship between emotional marketing and purchase decisions has proven to be positive and significant. The results of this study demonstrate that the stronger the emotional bond that exists between consumers and a brand or product, the higher the level of consumer purchase decisions towards the product.

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